

Analysis on the Strategy of Chinese Excellent Traditional Culture Promoting the Construction of Corporate Culture in the New Era

Zhengmao Zhang

School of Marxism, Shandong Normal University, Ji'nan 250358, China.

Abstract

In order to effectively promote corporate culture management, it is necessary to draw nourishment and wisdom from Chinese excellent traditional culture: one is to advocate “the benevolent loves others” and to build harmonious labor relations; the other is to advocate “five ethics and eight virtues” and establish a lofty value pursuit; the third is to advocate “harmony” and establish good interpersonal relationships; the fourth is to advocate “cleanliness” and create a clean working environment.

Keywords

Chinese Excellent Traditional Culture; the New Era; Cultural Construction.

1. Advocating “the Benevolent Loves Others” and Building a Harmonious Labor Relationship

In Chinese enterprises and international exchanges, the most vital part of our corporate culture is that part of the influence of Chinese excellent traditional culture. Therefore, in order to make full use of and manage the corporate culture, we must inherit the excellent Chinese traditional culture. Taking Confucianism as an example, “the benevolent, the human” and “the benevolent love others” are about treating others as their own family members and showing care and love to them. Confucius, the founder of Confucianism, pointed out that rulers should treat their people as “people” to cherish and protect them, and fully affirm the various abilities they possess and the various values they bring to the country.

Zheng Chen pointed out that China’s traditional culture puts people at the top of all things in the world, pays great attention to the value of people in life and work, and pays attention to coordinating the relationship between people, which is a respect for human nature [1]. In the management of corporate culture, each company should purposefully and consciously incorporate the excellent traditional culture of the Chinese nation. The company treats its employees well and employees love the company. This not only shows the “benevolence” thought of my country's traditional culture, but also embodies Confucius' “benevolent person loves others” idea, and it is also the embodiment of “love” and “goodness” in my country's traditional culture. Their practice of emphasizing human values and coordinating interpersonal relationships meets the need for companies to integrate Chinese excellent traditional culture into corporate culture construction, and also achieves the purpose of promoting corporate culture management with the excellent Chinese culture. The integration of Confucianism into the process of corporate culture construction can enhance the sense of belonging of employees, establish good interpersonal relationships in the company, and create a warm and harmonious working atmosphere, which is of great help to the growth and development of the company.

2. Advocating “Five Ethics and Eight Virtues” and Establishing a Lofty Value Pursuit

The level of morality is an important yardstick for measuring and evaluating a person. Excellent people are often able to abide by ethics and restrain their behavior. In the new era, the dedication, integrity, and friendliness mentioned in the core values of socialism are the basic ethics that citizens should abide by. The “five ethics and eight virtues” in the traditional Chinese culture is also one of the ethics of citizens. Although our ancient ethics served the feudal system of our country, it is still important for the active practice of the core socialist values. Reference meaning.

Wang Yujue pointed out that the values of Confucianism that value righteousness over profit can cultivate the values of sensibility and righteousness [2]. The Confucian gentleman personality can provide employees with methods for self-cultivation and encourage employees to develop good moral qualities. Advocating the “five ethics and eight virtues” and establishing a lofty value pursuit, we must firstly establish a lofty value pursuit in the enterprise. Introduce the traditional culture of the Chinese nation into the construction of corporate culture, focus on building a trustworthy enterprise, and carry out series of publicity and legal knowledge competitions within the enterprise. In the new era, enterprises must strive to maximize their benefits, but at the same time they must also abide by the laws and regulations of the country, and be honest and trustworthy. This is the basis for a company's long-term development. If you play tricks, take advantage of legal loopholes, and take advantage of the law in order to obtain benefits, you will be subject to a legal and fair trial and face the risk of corporate bankruptcy.

At present, because the situation of the COVID-19 epidemic is still relatively tense, companies are facing severe tests, the development continues to be sluggish, and economic returns are greatly affected. In this difficult period, various companies that are one of the important forces in the country's economic development More should abide by the national laws and regulations, vigorously promote the contract spirit of “honesty and trustworthiness”, use national laws and regulations and lofty value pursuits to standardize the behavior of enterprises, and achieve honest, legal and civilized management, and strive to build an “integrated enterprise”. The second is to establish a lofty pursuit of employee values within the company and cultivate their moral values of “loyalty, courtesy and justice”. For example, We can organize employees within the company to learn the excellent traditional cultural works of the Chinese nation, and conduct weekly education on values themes. It can be seen that strengthening the moral values of employees in enterprises can effectively guide employees to reflect the greatest value at work, realize their value in life, and enable them to better serve the society.

3. Advocating “Harmony is the Most Valuable” and Establishing Good Interpersonal Relationships

“Harmony is the most valuable” is a management philosophy and the embodiment of Confucianism. At present, the management of enterprises should focus on “harmony as the most valuable” and emphasize the construction of harmonious interpersonal relationships. In daily management work, facing customers and employees, we must give them full respect, and make every effort to coordinate the contradictions between the company and its customers, as well as the contradictions between the company and its employees. Only in this way can the enterprise develop in a better direction and be invincible in the era of competition.

At present, many companies are prone to labor disputes in the process of their development. This is precisely because the company did not fully respect the employees in the process, and did not use scientific methods to coordinate, which led to the production of interpersonal relationships within the company. Contradictions. At the same time, in communication with

customers, for their own interests, they do not give certain respect to customers, and they are in a state of opposition to customers, which leads to the failure of cooperation between enterprises and customers. As a result, it not only harms the interests of both parties, but also hinders the development of the enterprise itself. Therefore, in the management of corporate culture, the management philosophy of “harmony is the most valuable” should be infiltrated, and interpersonal relationships should be fully coordinated to avoid conflicts and accidents.

Yu Jue believes that only when an enterprise attaches importance to “harmony as the most valuable” in its management, can it help the enterprise establish harmonious interpersonal relationships and develop in a more harmonious direction [3]. This “harmony is the most valuable” corporate management philosophy emphasizes that in corporate management, we should not only be responsible for our own customers, but also be responsible for the development of our employees. Therefore, “harmony is the most valuable” is also a spirit Realm is an important part of corporate culture.

4. Advocating “Cleanliness” and Creating a Clean Working Environment

As the ancients said, “everyone pays great attention to profit, but the honest and incorruptible pays attention to fame.” From the “Hanging Fish Prefect” Yang Xu and the “One Money Prefect” Liu Chong in the Eastern Han Dynasty to the “Half Duck Prefect” Yu Chenglong and Tang Bin in the Qing Dynasty, all were honest and incorruptible. Our excellent Chinese traditional culture has always emphasized honesty and performance of public duties, and high morale. At present, if the internal power of the enterprise is not restricted and supervised, there will be worms within the enterprise. If this happens, it will not only harm the interests of the country, the collective and the people, but also the interests of the employees within the enterprise.

Therefore, enterprises must resolutely abide by the regulations of strict party management, and regularly educate the company’s and enterprise’s internal leaders and cadres on “clean practice”. Everyone should engrave “cleanliness” in their hearts and be determined to be good. Honest cadres. Luan Qiang believes that companies should not only absorb the spirit of integrity from traditional Chinese culture, but also strengthen the learning of party discipline and regulations and knowledge of anti-corruption and integrity, and use diversified methods to create a sunny and clean working environment for corporate leaders and employees [4]. The excellent traditional culture of the Chinese nation is the spiritual crystallization of the five thousand years of outstanding history of the Chinese nation. It is a rich spiritual treasure house and plays an important role in strengthening the construction and management of corporate culture.

In the new era, in the process of developing corporate culture, modern enterprises must not only learn excellent foreign corporate culture, but also integrate the essence of Chinese excellent traditional culture into the entire process of corporate culture construction and management. Therefore, enterprises should continue to study the essence of excellent traditional culture in a comprehensive and in-depth manner, based on the current, long-term perspective, reform and innovation, and create a distinctive corporate culture to provide a stable and good cultural guarantee for building an internationally competitive enterprise.

References

- [1] Zheng Chen. Confucian Culture and Enterprise Management Innovation. *Modern Business*, Vol.20(2020), No.10, p.36-38.
- [2] Wang Yujue. Confucian culture is introduced into the construction and management of coal enterprise culture. *China Small & Medium Enterprises*, Vol.27(2020), No.4, p.120-130.

- [3] Yu Jue. Innovative Research on the Management Mode of Textile Enterprises. Journal of Hubei Open Vocational College, Vol.31(2018),No.22,p.109-110.
- [4] Luan Qiang. Problems to be solved urgently and countermeasures in the construction of corporate culture in our country. Shandong Social Sciences, Vol.34(2017),No.1,p.141-144.